

## CLAIMS:

1. A framework for implementing and deploying personalized rules for performing certain actions in association with at least one application running on a processor device in a distributed computer network, the framework comprising:
  - at least one rule having a set of conditions and associated actions;
  - at least one application page associated with each application; and
  - at least one tag defined in a known location of the at least one application page,wherein a rule is deployed by associating certain actions with certain tags, with the action being executed when the tag is encountered in rendering the application page, and the set of conditions for the associated rule is satisfied.
2. The framework of Claim 1, wherein the rule is deployed in a runtime environment by associating the rule actions with certain tags that are executed during runtime.
3. The framework of Claim 1, wherein each tag is registered with a centralized file so that the tags can be collectively referenced.
4. The framework of Claim 1, wherein the application page includes source code having wire frames, with the tags being included within the source code.
5. The framework of Claim 1, wherein the application page includes source code having master template HTML files, with tags being included within the source code.
6. The framework of Claim 1, wherein the actions include action workflows.
7. The framework of Claim 6, wherein the action workflows affect display results, including returning HTML snippets to the rendered display result.
8. The framework of Claim 6, wherein the action workflows perform results that are not associated with a display result.

9. The framework of Claim 1, wherein the at least one rule is stored in a storage device for searchable reference and retrieval.

10. The framework of Claim 9, wherein a rule manager and deployment tool is provided which includes:

at least one interface for creating and storing new rules;

at least one interface for searching and retrieving a list of existing rules; and

at least one interface for selectively associating the actions of desired rules with certain tags that are associated with the application pages.

11. The framework of Claim 9, wherein an interface is further included to search the available tags in order to determine which application or application pages would be able to handle deployment of a particular action.

12. The framework of Claim 10, wherein a validation interface is further included to validate whether a particular action can be assigned to a particular tag.

13. The framework of Claim 10, wherein the tool is provided as an online application whereby rules can be deployed on a runtime basis for a set of applications and applications pages.

14. A framework for implementing and deploying personalized rules for performing certain actions in association with at least one application running on a processor in a distributed computer network, the framework comprising:

at least one rule having a set of conditions, the set of conditions being associated with an arbitrary action;

at least one application page associated with each application; and

at least one tag defined in a known location of the at least one application page,

wherein a rule is deployed by associating the arbitrary action with certain tags, with the arbitrary action being executed when the tag is encountered in rendering the application page, and the set of conditions for the rule are satisfied.

15. The framework of Claim 14, wherein the arbitrary action implements a predetermined interface which will then interact with the framework according to known parameters.

16. The framework of Claim 15, wherein the framework is extensible with additional actions being incorporated via the predetermined interface.

17. A tool for implementing and deploying personalized rules for performing certain actions in association with at least one application running on a processor in a distributed computer network, the tool comprising:

at least one interface for creating rules having a set of conditions, the set of conditions being associated with at least one action, whereby the rules are retrievably stored;

at least one interface for searching and retrieving a list of created and existing rules; and

at least one interface for deploying the rules by selectively associating the actions of certain rules with certain tags, each tag having been defined in a known location of the at least one application,

wherein the action is executed when the tag is encountered in the process of rendering the application, and the set of conditions for the associated rule are satisfied.

18. The tool for implementing and deploying personalized rules according to Claim 17, wherein the tool is provided as an online application for implementing rules on a runtime basis without interrupting the running of computers comprising the distributed computer network.

19. The tool for implementing and deploying personalized rules according to Claim 17, wherein the tags are registered in a searchable file.

20. The tool for implementing and deploying personalized rules according to Claim 19, wherein an interface is additionally provided to search for appropriate tags with which certain actions can be associated.